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DATE: May 19, 2003

TO: Members, Priorities Selection Committee
Wisconsin Coastal Management Council

William (Bill) Wiesmueller, Vice-Chair
Patrick Farley
Mary Carrington
Charles (Chuck) Ledin
Larry MacDonald

FROM: Jim Langdon, Director
Bureau of Intergovernmental Relations

SUBJECT: Priorities Selection Committee Meeting
Thursday, May 22, 2003, 9:00 a.m. (CDT) – Teleconference

This memorandum confirms this year's Priorities Selection Committee meeting will be held via teleconference on Thursday, May 22, 2003, 9:00 a.m. From Madison, dial 265-1000. Outside of Madison, dial 800-462-1257. The meeting code is 4635 followed by the # key. The focus of the meeting will be program priority areas for 2004-05 grant allocations. Staff recommendations for funding and scoring are provided below.

RECOMMENDED PRIORITIES

The Wisconsin Coastal Management Council (WCMC) sets the guiding principles, program categories and scoring for the Wisconsin Coastal Management Program (WCMP) grants. The amount available for competitive grants in 2004 – 2005 is estimated to be \$1.5 million and has been stable for the past two years. The WCMC recommended the following grant priorities for the 2003 – 2004 grant cycle. WCMP staff recommends no changes to the grant priorities for the 2004-2005 grant cycle.

1. **Coastal Land Acquisition:** Coastal Management Grants will encourage acquisitions that enhance proactive management of the coastal region for this and future generations. Eligible projects must have with a direct relationship to the Great Lakes, including major tributaries. Land must be acquired for public ownership, and easements and other less-than-fee-simple acquisitions will be considered.
2. **Wetland Protection and Habitat Restoration:** Habitat protection and restoration are needed for coastal wetland and upland areas to support effective management of coastal resources. The Coastal Management Grant program will protect and restore sensitive natural resources, including wetlands. Eligible projects include studies, research, mapping, habitat restoration, and other innovative projects to strengthen protection of sensitive natural resources.

3. **Nonpoint Source Pollution Control**: Nonpoint pollution is a leading contributor to water quality problems in the Great Lakes coasts. The purpose of the nonpoint source pollution control grants program is to address pollution arising from multiple and diffuse sources and their impacts. Eligible projects include studies of nonpoint source pollution and contaminated sediments, stormwater management, research and mapping.
4. **Coastal Resources and Community Planning**: The WCMP grant program encourages local governments to protect coastal resources using comprehensive planning as described in §66.1001, Wis. Stats. Eligible projects include developing elements of a comprehensive plan, waterfront plans, and resource management plans.
5. **Great Lakes Education**: The purpose of this grant area is to promote education about the Great Lakes and stewardship of coastal resources. Eligible projects include workshops, videos, curriculum development, web-based education and other innovative public outreach efforts.
6. **Public Access and Historic Preservation**: The WCMP grant program may fund low-cost construction projects such as parks, recreational trails, walkways, piers, viewing decks, fishing piers, removal of pilings, historic building restoration and rehabilitation, and other public access facilities.

SCORING PROJECTS

Scoring will give greatest weight to impact on coastal resources, as follows:

Impact on Coastal Resources	0-15 points
Purpose and Method	0-5 points
Budget	0-5 points
Timetable	0-5 points

Bonus points will distinguish projects that receive high technical scores:

Building partnership alliances	0-10 bonus points
Developing quality marketing/ outreach/education strategies	0-2 bonus points
Encouraging coast-wide projects	0-2 bonus points

RECOMMENDED MOTION

"The Priorities Selection Committee recommends the Wisconsin Coastal Management Council adopt the Guiding Principles, Grant Program Categories and Process For Scoring Projects described in the June 12, 2003 Decision Paper entitled *2004-05 Wisconsin Coastal Management Program Grants* and the attached *2004-05 Grant Program Guiding Principles*."

WISCONSIN COASTAL MANAGEMENT PROGRAM

2004-2005 Grant Program Guiding Principles

May 22, 2003

The Wisconsin Coastal Management Program (WCMP) encourages the management and protection of Wisconsin's coastal resources and increases public access to the Great Lakes. The following principles guide the WCMP grant program:

1. Coastal management means achieving a balance between natural resource protection, preservation and economic development.
2. All projects will be environmentally sustainable and respect ecosystem integrity.
3. All project proposals will protect, restore or enhance coastal resources.
4. All projects must demonstrate a need for WCMP funding and that no other viable funding source exists.
5. All projects must identify measurable outcomes of the grant as part of the grant application and final progress report.
6. Educational projects that are appropriate for distribution (i.e., studies and curricula) must specify a distribution and marketing strategy.
7. Impact on coastal resources will be measured by the extent to which a project:
 - Addresses a problem, need or priority and produces measurable results
 - Meets high priority needs as identified in state-recognized plans or an adopted waterfront/public access development plan
 - Address a problem or need on a permanent basis
 - Leverages other technical or financial resources and is part of an integrated effort or approach.

GRANT PROGRAM CATEGORIES

The 2004-05 WCMP grant program will offer funding to projects in the following categories (followed by principles).

Coastal Land Acquisition: Wisconsin's coastline is relatively undeveloped in comparison with other coastal states, presenting a unique opportunity for citizens to enjoy the natural amenities of the Great Lakes' coastline. WCMP grants will encourage acquisitions that enhance proactive management of the coastal region for this and future generations.

1. All acquisition projects must have a direct relationship to the Great Lakes.
2. Projects must be open to the public, on an equal basis and for direct use with no membership fee or reservation required.
3. Projects must have a public access component.
4. Projects must include an educational or resource protection component.
5. Fee-simple acquisitions are preferred, but easements and other less-than-fee-simple acquisitions will be considered. Only governmental entities may apply for Coastal Land Acquisition funding.

Coastal Wetland Protection and Habitat Restoration: Wetlands enhance water quality, wildlife habitat, recreational opportunities, and flood control. Wisconsin has lost an estimated 50 percent of the wetlands since pre-settlement times. Approximately one-quarter of the remaining wetlands are located in the coastal zone. Habitat protection and restoration are needed for coastal wetland and upland areas to support effective management of coastal resources. The WCMP grant program will protect and restore sensitive natural resources, including wetlands.

1. The program will strengthen the capacity of local governments to undertake effective coastal habitat management and protection.
2. Project review criteria will favor restorations that have an impact on Great Lakes water quality and/or enhancement of wildlife or fisheries.
3. Wetland restoration projects cannot create a wetland where none previously existed.
4. The project may not be the result of a permit condition or other regulatory action where wetland mitigation is required.
5. The project must make a strong effort toward restoring or managing diversity in wetland and upland plant communities (e.g. a "high quality" restorations).
6. The project must be maintained for at least five years.

Nonpoint Source Pollution Control: Nonpoint pollution is a leading contributor to water quality problems in the Great Lakes coasts. The purpose of the nonpoint pollution control grants program is to address pollution arising from multiple and diffuse sources and their impacts.

1. The project must improve the coordination of activities undertaken by federal, state and local governments to control nonpoint source pollution.
2. The project must strengthen the capacity of local governments to undertake effective coastal management to control nonpoint source pollution (examples: watershed studies, lakefront plans).
3. The project must emphasize partnerships and joint ventures in funding, development and implementation.

Coastal Resources and Community Planning: Land use conflicts and the protection of coastal resources affect the quality of life for all residents, businesses, and visitors. Local and state leaders are increasingly aware of the importance of protecting coastal resources through comprehensive community planning. The WCMP grant program encourages local governments to protect coastal resources as part of the completion of comprehensive plans as described in §66.1001, Wis. Stats.

1. Projects must protect natural resources such as wetlands, wildlife habitat, lakes, groundwater, woodlands, farmlands and forests. Planning will preserve open space, community character, local amenities, and cultural, historical and archeological sites.
2. Projects will support natural hazard planning and ordinances.
3. Projects will emphasize the importance of public participation in the planning process.
4. The program encourages communities to adopt the comprehensive planning goals listed in §1.13 and §16.965, Wis. Stats.
5. Consideration will be given to proposals that combine coastal resource protection and economic development such as a lakefront revitalization master plan or plan update. Projects must demonstrate how the individual master plan or management plan will be incorporated into the local comprehensive plan.

Great Lakes Education: Many Wisconsinites are unaware of the Great Lakes' role in shaping the state's history and economy. The purpose of this grant area is to promote education about the Great Lakes and wise stewardship of coastal resources.

1. Projects must support public outreach efforts that address coastal issues.
2. Projects will increase opportunities for citizens to participate in decisions affecting the Great Lakes.
3. Projects will provide a point of coordination for coastal educational initiatives with other entities responsible for public outreach.

Public Access and Historic Preservation: Waterfront improvements can transform coastal communities to new levels of greatness. The WCMP grant program may fund low-cost construction projects such parks, recreational trails, walkways, piers, viewing decks, fishing piers, removal of pilings, historic building restorations and other public access facilities.

1. All public access and historic preservation projects must have a direct relationship to the Great Lakes.
2. Projects must be open to the public, on an equal basis and for direct use with no membership fee or reservation required. If a project is part of a revenue-producing enterprise, a minimum fee may be charged for use provided it is devoted to maintenance, and no advance reservation is required. (An example of this situation would be a fee paid for the use of a boat ramp).
3. Construction projects must be designed to provide handicapped access, and comply with the Architectural Barriers Act of 1968 (P.L. 90-480) and with the Americans with Disabilities Act of 1990.
4. Projects must include an educational or resource protection component. Funds may not be used for maintenance projects of any kind.
5. Projects that are not eligible include harbor dredging, warehouse demolition, breakwater construction, constructing an erosion-control structure, building marinas and improvements to buildings for rental and lodging.
6. Funds may be used to purchase materials and to pay labor and management costs for construction. Wages for implementation of the project must comply with the Davis Bacon Act.
7. Construction must be done on publicly owned land or land where public access can be assured. Only governmental entities may apply for Public Access and Historic Preservation funding.
8. Preference will be given to projects:
 - Whose sponsor has shown commitment to the protection of natural resources, i.e., the local unit of government has adopted local wetland zoning ordinances.
 - That demonstrate creative or innovative means to provide public access to the waterfront, i.e., through easements, land donations, etc.
 - That are part of an adopted waterfront or public access development plan.
 - That incorporate planning for lake level changes.